



# *Ride to Thrive Polo Classic*

*To Benefit the Northern Virginia Therapeutic Riding Program  
Chetwood Park, The Plains, Virginia  
Saturday, September 15, 2018*

Founded almost 40 years ago, NVTRP provides equine-assisted activities to hundreds of people with disabilities, recovering military personnel, and youth-at-risk, with the goal of helping each rider reach his or her fullest potential. Each week, over 100 riders come to NVTRP's 17-acre farm in Clifton, VA to ride. Supported by a team of Professional Association of Therapeutic Horsemanship International (PATH) certified instructors and over 250 weekly volunteers, riders pursue a range of physical, emotional and social goals, such as:

- Gaining the core strength needed to sit independently.
- Overcoming debilitating anxiety.
- Learning to interact with peers appropriately.
- And, perhaps most importantly, having fun and basking in a sense of possibilities.

Asked if riding at NVTRP benefited their mental health/sense of well-being, military service personnel recovering from PTSD and other mental health issues recently shared:

- “The best coping I have had for PTSD.”
- “Yes, really helped slow things down. Best day I've had in a long time.”

Nine-year old Deborah experienced extreme abuse and neglect until her mom, Jessica, adopted her three years ago, at age six. Riding at NVTRP has been a huge part of Deborah's healing. “Deborah has so many diagnoses, fetal alcohol syndrome, ADHD, significant learning disabilities . . . it was really hard for her to connect emotionally to anything when she came to me . . . A connection with animals is a great way for people to develop empathy. That's absolutely been the case for Deborah,” shares Jessica.

A 501(c)(3) nonprofit organization, NVTRP raises approximately 60% of its \$700,000 operating budget from fundraising income—donations, grants, and income from the Polo Classic. Our donors' generous support means that military riders and at-risk youth ride at NVTRP at no cost to themselves, and other riders pay fees equal to one third of the actual cost of their lessons.

By sponsoring NVTRP's 2018 Polo Classic you become part of this life-changing community, while also receiving the following benefits:

- A unique venue to entertain clients, friends or family members
- Exposure to an anticipated 600 event guests, influential leaders in a range of industries
- Publicity in NVTRP's electronic communications, which reach over 4,800 households
- Publicity on NVTRP's Facebook page, which has over 2,000 followers
- Tax-exemption to the extent allowable by law
- Confidence that your financial support will touch the lives of over 350 adults and children with disabilities this year.

To learn more, visit [www.nvtrp.org](http://www.nvtrp.org) or contact Outreach Coordinator Tessa Hassett at (703) 764-0269 or [thassett@nvtrp.org](mailto:thassett@nvtrp.org).



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## **Sponsorship Packages**

### ***Grand Champion Presenting Sponsor: \$10,000***

- A private, white framed tent erected in a premium location bordering the grass polo field for your 30 guests, complete with a privately catered buffet and bar, tables with white linen tablecloths and seating
- You and a guest will “bowl in” opening match ball
- Meet and Greet with polo players and horses
- Presenting Sponsor’s name and logo will appear on all promotional advertisements, website and press releases leading up to and after the event
- Presenting Sponsorship recognition will appear as a link on NVTRP’s website and list-serve of over 4,000 families
- Full-page inside front cover advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming the Presenting Sponsor
- Sampling and product display opportunities available at the event
- Express Auction Check Out
- Tax deduction to donor of \$8,000

### ***Blue Ribbon Sponsor: \$7,500***

- Four field tailgate parking spaces, 25 tickets for you and your guests and one reserved tent table
- Sponsor name and logo on NVTRP’s website and all promotional material created after sponsor signing date leading up to and after the event
- Sponsorship recognition on social media and email to the NVTRP list-serve of over 4,000 families
- Recognition on all press releases related to the event
- Full-page inside back cover advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming your sponsorship
- Sampling and product display opportunities available at the event
- Express Auction Check Out
- Tax deduction to donor of \$6,250



***Red Ribbon Sponsor: \$5,000***

- Two field tailgate parking spaces, 15 tickets for you and your guests and one reserved tent table
- Sponsor name and logo on NVTRP's website and all promotional material created after sponsor signing date leading up to and after the event
- Sponsorship recognition on social media and messages to the NVTRP list-serve of over 4,000 families
- Recognition on all press releases related to the event
- Half-page advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming your sponsorship
- Sampling and product display opportunities available at the event
- Express Auction Check Out
- Tax deduction to donor of \$4,250

***Yellow Ribbon Sponsor: \$2,500***

- One field tailgate parking spaces, 8 tickets for you and your guests and one reserved tent table
- Sponsor name and logo on NVTRP's website and all promotional material created after sponsor signing date leading up to and after the event
- Sponsorship recognition on social media and email to the NVTRP list-serve of over 4,000 families
- Recognition on all press releases related to the event
- Half-page advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming your sponsorship
- Tax deduction to donor of \$2,100

***White Ribbon Sponsor: \$1,500***

- One field tailgate parking space and 6 tickets for you and your guests
- Business card advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming your sponsorship
- Tax deduction to donor of \$1,200

***Pink Ribbon Sponsor: \$500***

- Two tickets for you and a guest
- Business card advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming your sponsorship
- Tax deduction to donor of \$400



## **Event Underwriting Opportunities**

Can't attend the event? Consider supporting NVTRP by underwriting a portion of the event. Please note that tickets and tailgate passes are not included as a benefit to underwriting, but may be purchased separately.

***Tent Sponsor: \$5,000***

***Beverage Sponsor: \$5,000***

***Military Color Guard Sponsor: \$5,000***

- Prominent signage at specific event location
- Sponsor name and logo on NVTRP's website and all promotional material created after sponsor signing date leading up to and after the event
- Sponsorship recognition on social media and messages to the NVTRP list-serve of over 4,000 families
- Recognition on all press releases related to the event
- Half-page advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming your sponsorship
- Sampling and product display opportunities available at the event
- 100% tax deductible

***Kids' Corral Sponsor: \$2,500***

***Auction Sponsor: \$2,500***

***Hors d'oeuvre Sponsor: \$2,500***

***Cupcake Divot Stomp Sponsor: \$2,500***

***Therapeutic Riding Demonstration Sponsor: \$2,500***

- Prominent signage at specific event location
- Sponsor name and logo on NVTRP's website and all promotional material created after sponsor signing date leading up to and after the event
- Sponsorship recognition on social media and email to the NVTRP list-serve of over 4,000 families
- Recognition on all press releases related to the event
- Half-page advertisement in the Event Program
- Announcements throughout the Ride to Thrive Polo Classic naming your sponsorship
- 100% tax deductible

***Award Table Sponsor: \$1,000***

***Hat Contest Sponsor: \$1,000***

***Tailgate Contest Sponsor: \$1,000***

- Prominent signage at specific event location
- Business card advertisement in the Event Program
- 100% tax deductible

Sponsorships may be purchased at [www.nvtrp.org/polo-classic](http://www.nvtrp.org/polo-classic). Contact Tessa Hassett at [thassett@nvtrp.org](mailto:thassett@nvtrp.org) or 703-764-0269 with any questions or to discuss a custom package.



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Contact name \_\_\_\_\_

Business name \_\_\_\_\_

Sponsor name, as it should appear in recognition \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

### **Sponsorship Package:**

- \_\_\_ \$10,000 Grand Champion Presenting Sponsor
- \_\_\_ \$ 7,500 Blue Ribbon Sponsor
- \_\_\_ \$ 5,000 Red Ribbon Sponsor
- \_\_\_ \$ 2,500 Yellow Ribbon Sponsor
- \_\_\_ \$ 1,500 White Ribbon Sponsor
- \_\_\_ \$ 500 Pink Ribbon Sponsor

### **Event Underwriting Opportunities:**

- \_\_\_ \$ 5,000 Tent Sponsor
- \_\_\_ \$ 5,000 Beverage Sponsor
- \_\_\_ \$ 5,000 Military Color Guard Sponsor
- \_\_\_ \$ 2,500 Kids' Corral Sponsor
- \_\_\_ \$ 2,500 Auction Sponsor
- \_\_\_ \$ 2,500 Cupcake Divot Stomp Sponsor
- \_\_\_ \$ 2,500 Hors d'oeuvre Sponsor
- \_\_\_ \$ 2,500 Therapeutic Riding Demonstration Sponsor
- \_\_\_ \$ 1,000 Award Table Sponsor
- \_\_\_ \$ 1,000 Hat Contest Sponsor
- \_\_\_ \$ 1,000 Tailgate Contest Sponsor
- \_\_\_ \$ 75, Additional Ticket(s)

To pay via credit card please visit: [www.nvtrp.org/polo](http://www.nvtrp.org/polo) or mail form and payment to:

**NVTRP**

**6429 Clifton Rd**

**Clifton, VA 20124**

For more information, please contact: Tessa Hassett at [thassett@nvtrp.org](mailto:thassett@nvtrp.org) or (703) 764-0269

*Thank you for your support! NVTRP is a nonprofit 501(c)(3) organization, tax ID 54-1897241. Your sponsorship, less \$50 per ticket claimed may be eligible for a tax-deduction.*